


[DOWNLOAD](#)


## How Can Databases Improve Sales?

By Mathias Ludtke-Handjery

Grin Verlag. Paperback. Condition: New. 72 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Forschungsarbeit aus dem Jahr 2004 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, Dublin Institute of Technology (School of Marketing), 51 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: The evolution from transaction marketing to relationship marketing in recent years has resulted in a need for more rigorous databases and greater utilisation of current computerised tracking systems. Customer relationship management is a combination of people, processes and technology that seeks to understand organisations customers. It is an integrated approach to managing relationships by focussing on customer retention and relationship development. Organisations that successfully implement customer relationship management will reap the rewards in customer loyalty and long runs profitability. The impact of information technology in the relationship marketing context, such as database management systems, data warehouses, and data mining, is increasing, due to technological development which facilitates the storage and analysis of massive amounts of data. However, successful implementation is elusive to many organisations, mostly because they do not understand that customer relationship management requires company-wide, cross-functional, customer-focused business re-engineering. Furthermore, while organisations are collecting and analysing data, consumers are becoming increasingly concerned about the privacy...



[READ ONLINE](#)  
[ 7.47 MB ]

### Reviews

*The book is fantastic and great. It normally will not cost an excessive amount of. I am just easily could possibly get a satisfaction of reading a published ebook.*

-- **Edgar Witting**

*This book is great. I could possibly comprehended everything using this published e book. I am easily could possibly get a enjoyment of reading a published pdf.*

-- **Deanna Rath I**

## Other Kindle Books



### [Report from the Interior. Bericht aus dem Inneren, englische Ausgabe](#)

London Faber & Faber Apr 2014, 2014. Taschenbuch. Book Condition: Neu. 176x111x23 mm. Neuware - ' In the beginning, everything was alive. The smallest objects were endowed with beating hearts . . . ' Having recalled his life through the story of...



### [Child self-awareness sensitive period picture books: I do not! I do not! \(Selling 40 years. fun and effective\)\(Chinese Edition\)](#)

Hardcover. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.HardCover. Pub Date: Unknown Pages: full eight Publisher: Nova Press Information Original Price: 118.00 yuan: Sena (days) Keiko forward. Peng Yi...



### [A Practical Guide to Teen Business and Cybersecurity - Volume 3: Entrepreneurialism, Bringing a Product to Market, Crisis Management for Beginners, Cybersecurity Basics, Taking a Company Public and Much More](#)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Adolescent education is corrupt and flawed. The No Child Left Behind reform succeeded in little more than...



### [Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade](#)

Book Condition: Brand New. Book Condition: Brand New.



### [Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade](#)

Book Condition: Brand New. Book Condition: Brand New.



### [Twitter Marketing Workbook: How to Market Your Business on Twitter](#)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...